

THE GLEICHEN CALL

VOLUME XXVIII NO. 20

GLEICHEN, ALBERTA, WEDNESDAY JULY 31, 1935

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REGULAR SESSION TOWN COUNCIL RECENTLY HELD

The town council have considered the correspondence received from the Calgary Power Company Ltd and the Board of Public Utilities Commissioners regarding the renewal of electric light franchise.

The secretary read the correspondence arising out of the letter enclosing the by-law to the Board. The town had asked for two amendments and had asked that they be embodied in the by-law. The council were informed that it was not practical for the company alter the combination rate in the franchise agreement at the present time and the Board of Utilities Commissioners considered that the request of the Power Company in this regard was reasonable.

After considerable discussion it was decided that the by-law as read on the first time at a meeting held on June 3, was satisfactory as it was without any amendments and was passed.

Coun. McKay stated that the Police Committee had visited Old School and looked over the burglar alarm system in force there. Hert Hanter, the electrician had also gone with them. He had also gone to Calgary to get prices on material and had been shown several different systems there. He had written east for more information.

It was announced that the old cook house at the camp grounds had taken down and the lumber was being used to erect a building over the new pump.

It was announced that soon work had been done of the streets. There were several bad places on the street in town that needed attention. Coun. W. E. Thompson advised that there was a combination grader and plane on the market that could be bought for about \$67. It was the ideal thing, for the town streets. He added that when the agent came around again he would refer him to the Public Works committee.

WRITER GIVES MORE INFORMATION ON SOCIAL CREDIT

Editor Call.

Following my letter of last week in which I endeavored to show that it is not the private ownership of the machinery of production that is oppressing the people so much as the private control of our present financial system. I wish now to show that this view is held by Major C. H. Douglas, the founder of the Social Credit system and is quite graphically expressed in the following extracts from his writings.

(1) He says: The money game is really quite a simple game. It can be visualized as a ticket system. Not unlike a railway ticket system, with the exception that a money ticket will be exchanged for any sort of goods or services, whereas a railway ticket is only exchangeable for transportation. No railway company has been so foolish as to allow some independent organization to acquire the monopoly of printing its tickets, to issue them upon its own terms and to retain the proceeds, while the railroad confined itself to providing the transportation.

(2) If a railway company met a public demand for increased transportation by replying that while it was unfortunately unable to deal with the shortage of tickets, it was using every endeavor to see that the number of locomotives and the capacity of trains was cut down to correspond with the available number of tickets, I do not suppose that its policy could be regarded as satisfactory. Nothing would it occur to most people that a shortage of tickets could best meet by altering the timing of trains and the hours of work of the employees. It would seem fairly obvious to most people that a situation arising out of a defective ticket system would best be met by reorganizing the ticket system rather than by dealing with other departments which had been shown to function fairly satisfactorily.

(3) Now, it is the contention of those of us who propose the use of public credit as a remedy for many of the economic, political and social ills of

the present day, that the production system and its administration, while possibly not perfect are demonstrably so good that they have produced a state of glut. Any changes therefore, in the production or administrative system must either reduce its efficiency or increase the glut. On the other hand, the existence of the index of poverty amidst plenty seems to suggest conclusively that that is not the production system, and the distribution system is almost wholly a financial or ticket problem.

From the foregoing it is plainly evident that Major Douglas has his finger on the root of all our troubles, viz., the old toll bridge of finance. It is not letting the goods and services of production across to the consumer fast enough. Consequently production is tied up and consumers are suffering. They are suffering not only from the inadequacy of the system but also from the heavy toll in interest taken from production which consumers have had to pay in the price of goods and services.

Now, I would like to call the reader's attention to a statement made by Sir Thomas White, who was Canada's minister of finance in the coalition government at the time of the great war. He said that during the war the people of Canada subscribed for war purposes twice as much money as there was in Canada and still had enough left to carry on growing business. I would not say that all the new billions of dollars that are now being spent by almost every nation in the world in preparing for war, are spent in this way. In the world, now, I would assume that the money coming from?

The answer is quite simple. It comes from the social credit of the nations that are spending it. The strange part of it is that the government is allowing the people to raise the money to the government which is the people, at say 5 per cent. This comes about that instead of people owning what they actually and for this bank will own it a exactly ten years unless the people pay the bank 5 per cent regular, every year. But assuming that the government, i.e., the people, do not pay full interest every year and at the end of twenty years pay the bank, also, they will have paid the bank twice during that twenty years for something that they originally owned and had paid for before.

That, of course, is not playing fair with the people, and it is little wonder that the people outside of those who are being exploited, are vigorously protesting against the wrong that is being done to at least 98 per cent of our population. And it is little wonder that those who are being exploited, a matter of about 2 per cent of our population, are doing everything in their power to keep people in the dark concerning these things. When they no longer can do that, they try to defend their old system on the grounds that it has served its purpose well for many years. Everybody, of course, admits that, but its purpose was to enrich the few who had control of the system.

Major Douglas has propounded a new financial system, call Social Credit because it is based on the credit of the nation or province, according to which of these units adopt it. It provides for every contingency that may arise in the life or trade of the nation or province, and safeguards the rights of individuals as well as companies. It prevents exploitation and assures to every citizen such a standard of living as the country or province is capable of producing. It will work under all conditions if the majority of citizens are sufficiently interested to see that it does.

It is because it is workable that the present financial interests are opposing its inauguration so strongly. A less complete and less workable system would not worry them in the least, but they know that the Douglas system of finance through the use of our Social Credit will ultimately deprive them of the goose that lays golden eggs and they are quite nasty to Mr. Aberhart because he has advertised it so widely and expounded it so well.

A. C. ROBERTSON.

300 CANDIDATES ASKED TO DECLARE POLICY ON ROADS

When the 300 or more candidates in the forthcoming Alberta election go before the people, they will be called upon to answer some pertinent questions concerning their policies not only on roads but also on highway development and increasing tourist traffic.

A vigorous campaign is being waged by the Alberta Motor Association with a view to bringing this question to a head at this election. This campaign will be carried on in all parts of the province.

In every district members of the A.M.A. and their friends are being urged to put clear questions before the candidates, so that those who are prepared to state their policies may do so at this time.

This is a vital election in the history of Alberta. This is also a vital period in the history of the highway development and tourist industry of this province. That makes it all the more necessary that those who seek to occupy the seats of government should make their policies known.

More permanent highways is the cry of need of Alberta. In their walk will follow the tourist trade and gives such a necessary impetus to business. As it is now, many tourists eager to reach the beauty spot of this attractive province, now find their way barred by highways over which traffic cannot pass at times or which are far from smooth.

The Motor Association is emphasizing the fact that good roads bring a lucrative tourist trade, all of which puts more dollars in the farmers' pockets. It is a cash business, far more profitable than wheat growing stock raising or any of the other primary activities of this country.

In view of these facts, the Motor Association is asking the candidates "to lay their cards on the table" on this question. It feels this is no time for foot-dragging. Either a candidate believes in permanent highways, and the building up of a profitable tourist trade in a country whose scenic beauty is one of its chief assets, or he does not. There can be no indecisive stepping on the issue.

In a campaign that is bound to be secluded to some extent with conflicting issues, it would be refreshing feature to have members elected who are pledged without regard to party affiliations to a highway and tourist development policy.

Let those who are living in various towns, villages and rural areas take advantage of this opportunity to let their definite views on the candidates they choose with a New Deal for the motorists of this province. When members are pledged to this policy, before an election and win with a hat on of their planks, action will be taken in the legislature.

OBITUARY

MRS. W. H. JAMES

The death of Mrs. W. H. James,

July 21, following a short illness in Gleichen was deeply mourned. Mrs. James was born in Mayfield, Derbyshire, England; she left her home in 1894 to join her brother (now Rev. Canon Haynes of Brocket) as a member of the teaching staff on the Blackfoot Reserve, and on this her brother died in 1911, leaving her alone with the few who had control of the system.

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A tribute to her memory, places of business in Gleichen were closed while funeral services were held Thursday afternoon. These services were conducted by the Archdeacon J. W. Tins, pioneer missionary of the

Blackfoot Reserve; by the Rev. V. M. Gilney, of the Sarcee Reserve but formerly of Gleichen; Mr. H. Scott, Bishop of the Gleichen parish.

The pall bearers were Mr. L. Michael, R. S. Haskayne, J. Bellinger, John Boyd, and J. E. Oberholzer. Of her immediate family, Mrs. James is survived by her husband, W. H. James, and by her son, Walter of Cleghen, Douglas of Calgary; Herbert and Hugh of Gleichen, Ann, a sister in Ontario and a brother in England.

The floral offerings were beautiful and numerous. The following were noted: Husband, Walter, Dux, Bert, Hugh and families; Bob and Margaret; St. Andrews' Women's Auxiliary; Fire Brigade; Mr. and Mrs. J. Young; Mr. and Mrs. J. Bellinger; Mr. and Mrs. M. Michael and family; Mr. and Mrs. R. Hunter; Mr. and Mrs. Michael; Gleichen Old Timers; Mr. and Mrs. Beauchamp; Mr. and Mrs. McConnell and Jean; Mr. and Mrs. Ostrander; Mr. and Mrs. Ramsay; Mr. and Mrs. M. Boilinger; Mr. and Mrs. Menard and family; Mr. and Mrs. Haskayne and Stan; Canadian Legion Gleichen Branch; May, Bert and family; Mr. and Mrs. Hayes, Ralphine and family; Mr. and Mrs. Brown, James and Ethel; Tomsey; Mr. and Mrs. Yates; Mr. and Mrs. Stubbs; Mr. and Mrs. Biggs and family; Mr. and Mrs. Hutchison; Mr. and Mrs. D. Clark; Gleichen Baseball Club; International Harvester Co., Calgary; Rev. Canon Haynes and family; Mr. and Mrs. Gooderham.

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retail trade based upon a 65 to 70 per cent sample of all retail trade and covering the years of 1931 to 1933. In the Labor and Wages Chapter may be noted the inclusion of tables showing both the occupational and the industrial distribution of the gainfully occupied population of the Dominion as in 1931. In the Public Finance Chapter appears for the first time, a comparative analysis of provincial revenues, expenditures, assets and liabilities on the basis agreed upon at the Dominion-Provincial conference of 1933; additional material regarding national income is also included in this chapter. The Currency and Banking Chapter includes a description of the New Bank of Canada and a classification of bank loans by industries and by deposits by amounts. In the Miscellaneous Administration Chapter there appears a study of liquor control, liquor sales and excise duties therefrom, and the concluding chapter lists the titles and awards made by His Majesty the King to Canadian subjects from the resumption of the granting of titles in Canada (in January, 1934) to June, 1935.

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GLEICHEN and VULCAN

China's first woman barista, Mrs. Lo Sien Kim Teo, was among the passengers aboard the Empress of Russia recently sailing from Vancouver. Mrs. Soon obtained her early training in England and is now teaching English in Hong Kong bar.

The Canadian people seem to have developed a considerable taste for macaroni, vermicelli, spaghetti and the like Italian food products. The output of Canadian factories in 1934 was 20,142,223 pounds or 36,819,625 lbs. in

The time of the year to swat the fly is right now. A little cleaning at this season will do much to prevent a plentiful supply of flies a little later. Eradicating possible breeding places for flies now will be much easier than to kill the crop when it appears a few weeks hence. To that end, rubbish piles or other attractive spots for fly culture should be removed at once. A swat the fly now remains a whole lot toward his control at the height of his season. Stopping the fly before he gets started is a good method to pursue in handling him. A sharp offensive against him is the best defense against him. Destroy his potential breeding places now and insure against his flourish a little later. Look about your premises and see what you can do to stop him before he gets the jump on you.

Owing to the urgent need for economy in the distribution of Government publications, it has become necessary to make a charge to all individuals receiving the Canada Year Book. Persons receiving the Year Book may obtain it from the King's Printer, Ottawa, as long as the supply lasts, at the price of \$1.50, which covers merely the cost of paper, printing and binding. By a special concession, ministers of religion, bona-fide students and school teachers may obtain copies at the nominal price of 50c each.

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JAPAN TEA

The Country Weekly Newspaper

"What do you think of the future of country newspapers?"

This question was asked Mr. Wright A. Patterson by a teacher of journalism in one of the western United States state universities in the course of a conversation in which the successful efforts of big city dailies and periodicals to increase circulation in rural sections was noted, and the editorial content of these publications discussed. In answer, Mr. Patterson painted a picture of the future as he sees it.

Amitting that there is a place for the small weekly newspaper—and there is, and probably nowhere more decidedly so than on the prairies of Western Canada—the important question is: How is that position to be maintained, improved, developed; and are our Western Canadian editors alive to the situation and endeavoring to meet it? If they are, they will undoubtedly receive the public support they will so well deserve.

Both weekly newspaper publishers and the reading public will be interested in Mr. Patterson's word-picture as it is presented in a recent issue of the Publishers' Auxiliary. While a bit too lengthy for complete reproduction in this column, excepts may be given:

"There has been, within the last quarter of a century, a radical change in the people of the rural communities—the people of the towns and on the farms. Up to a quarter of certain rural communities were self-centred. The people seldom got beyond their local market place. It was a day's task for the farmer and his family to get as far away from home as the nearest town, possibly not more than three or four miles away. The only form of conveyance was the farm wagon, or the horse and buggy. The roads were narrow stretches of dirt that were, during portions of the year practically impassable. From one year to another the vast majority of the rural people—the people of the towns and farms—did not get beyond their municipal lines. It was the exceptional rural family whose children went away to school. The students at universities were largely from the cities and the number attending universities was small as compared to the present time.

"Under such conditions the horizon of the rural family was extremely limited. Its members had practically no contact with the outside world and quite naturally the interests of these rural people centred about themselves and their neighbors.

The country newspaper that catered to that local interest, that recorded the events in which the people of each community played a part, was satisfactory to the people of these communities. To this local news coverage, many editors added some general news and entertainment material and made for that time a satisfying newspaper that met very rural demand.

"Today conditions are radically different. The automobile and good roads have made travel possible. The day's trip now is to the city anywhere from 50 to 300 miles distant from the rural home. The World War took tens of thousands of the boys of the farm into distant training camps and associated them with boys from every section of the nation, and with every class. It sent them across the ocean into far distant lands. It widened their horizon to include practically the entire world and all classes of people and all forms of activities. It gave them a new outlook and new interests. That was 18 and 20 years ago. The farm and town boys of the World War days are now the men, the heads of families, of the rural communities of these days.

"The radio has brought the world to the rural community fireside. It has widened the view of the people of these communities until it includes all Canada, the United States, England, France, Japan, Australia and every known point in the world.

"Go to the universities to-day and a large percentage of the students are from the towns and the farms. These young people are acquiring for themselves and taking back to the rural homes from which they come, an increased interest in national and world affairs, in history in the making, in the arts and sciences and in literature.

"As a class the rural audience of to-day is a more intelligent audience than that of the city. The people of the towns and farms have to-day a wider interest than the average individual of the city. They are in no sense provincial.

"It is such an audience the country newspaper of to-day and to-morrow must appeal to if it is to live. It must bring to them intelligent interpretations of what is happening throughout the world because it is to-day their world. They know that its happenings may directly concern themselves. The cotton farmers of the Southern States know that happenings in far-away Japan may make it impossible the price they get for their cotton. They know that should war come between Italy and Ethiopia, it might affect the regulation of the waters of the Eritrean Sea and affect the cotton crop of the Egyptian Sudan and create a larger demand and higher prices for American cotton—their cotton. The wheat farmers of Western Canada, know that drought in Russia, in Argentina, in Australia, in France or many other sections of the world would certainly raise the prices they would get for their product.

"The people of the towns and farms insist upon keeping in touch with those national and world affairs that have a direct bearing on their lives. They expect the newspaper they buy to bring to them interpretations of such happenings. They do not want rumors and surmises, but they do want statements of fact and what such facts mean. They will buy the newspaper that gives them such information."

Weekly newspaper editors are awakening to these new conditions. They are realizing that it is not quantity of reading matter that is demanded, and that the demand can be met in the limited space of eight to 10 or 12-page papers, giving them room to cover the community happenings and with that interpretation of events in the nation and the world, and a reasonable amount of entertainment.

For the paper that does these things there is a future. Such a paper will cover all of the to-day's national and world interests of its readers and will make itself so meet the newspaper needs as to leave no necessary place for a paper from the outside. For such a paper there is a future, greater than that of the past, and the majority of the editors of country newspapers are awake to these things. The small minority that are not, or do not awaken will, in time, pass out of the picture.

Forgetful Time Off

L. F. Lorree, president D. & H. Railways says: "When you look over the people who get to the top you'll still find that they're the people who followed the old fashioned way of working like the ditchmen until they got where they wanted to get, people who forgot about time off."

One Explanation

Some surprise is expressed by an American sports journal at the return of the bicycle to popularity. It may be due to the fact says the Winnipeg Tribune that so many people desire to combine a sense of safety with the thrill of rounding a curve on two wheels.

2108

Reclamation Work

Applications From Farmers Keep Pouring In, And Work Progresses

Hon. Robert Weir, minister of agriculture, received a report from Dr. E. S. Archibald, director of experimental farms and chairman of the advisory committee which has the reclamation work in hand. The report indicated active co-operation from the western farmers to the undertaking.

To date 80 townships in drought-frequented areas have joined the reclamation effort by which each farmer agrees to follow advice of the departmental experts in cropping their lands, sowing grasses and in other ways co-operate to protect the communities from soil drifting and other drought ills.

Applications for engineering and other assistance in the construction of water conservations are being received. This assistance is asked for in the construction of dug-outs, small stock-watering dams, small irrigation dams for farm and ranch forage crop productions, flood schemes and pumping schemes. "They are pouring into the department at the rate of 80 to 100 a day," the report stated.

"On July 5, there were 102 applications from groups of farmers asking for assistance in dugouts and small watering dams, averaging 25 farms per application." There were more than 700 other applications from individual farmers.

"Over 700 applications have been received and a certain amount of investigation already done on many of these for the construction of community dams for domestic use, land irrigations or animal in transit water supply," the report said.

"Amongst those which have already been found feasible by the engineering staff are Wild Horse project, White Mud project, Souris dam, Crystal City dam and others.

"An engineering staff consisting of one senior engineer, nine engineers, and one junior engineer has reported for duty and thanks to the co-operation of the Dominion hydroelectric service, which has supplied necessary instruments, are busily engaged in field engineering work. Reports with recommendations are coming in from these engineers rapidly.

New Form of Flight

Man In Florida Has Used Wings With Success

The idea of strapping "wings" on to man was elaborated in some detail by Leonardo da Vinci. At the Science Museum in South Kensington there is the original "Ornithopter" designed by Frost in 1902. It is a beautiful work but never flew. It seems now that a new form of flight may be just as practicable as da Vinci, known as the "human bat" who only recently flew over Daytona Beach, Florida, with "wings" of his design attached to his arms and "webbed feet". The earliest dreamers who sighed for the wings of a dove could have done the same if only they had had some means of alighting safely. The parachute has made bird-like flight possible. Once the airman has thrown himself from an airplane at a suitable height he has only to fall 1,000 feet to gather a speed of 100 to 150 m.p.h. At this speed he can glide bank, turn, or execute any manœuvre.

Old Game Revived

Chinese Again Playing Polo After Lapse Of 300 Years

For the first time in three centuries two Chinese teams recently galloped about a polo field. The historic occasion was part of the athletic meeting of General Shang Chen's 32nd National army held at the temple of agriculture in Peiping.

Although the Chinese were playing polo 1,000 years ago, the game was allowed to lapse and was not resurrected until 1921 when furnished by Lt. Henry S. J. Jilipan, young McCutcheon and West Pointer of Uncle Sam's cavalry. He is stationed at Peiping for the study of the Chinese language.

Delegates Entertained

At the annual convention of the Saskatchewan Rural Municipal Secretary-treasurers, the delegates and wives were entertained at a theatre party given by the Central Press Limited, Regina, and greatly enjoyed the picture "In Caliente" shown at the Capitol theatre.

Pretty Wife (on stand in divorce court): "It was the old story, a horse and a jockey can never agree."

Hubard (roaring, as he shook off the restraining hand of his attorney): "See here, don't you call me a horse!"



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Donaldson Atlantic Line

Change Of Name Is Announced By Agents

Donaldson Atlantic Line is the new name for the former Anchor-Davidson Line. It was announced by Cunard White Star Limited, who are their agents in Canada and the United States.

"The change of name signifies the return of the Canadian-Scotish passenger service to complete control by the Donaldson interests which originally promoted it," stated George D. Huband, deputy chief Canadian representative of Cunard White Star, in an interview at Montreal.

"The Donaldson Line itself commenced its Canadian operations in 1870 and has since then maintained continuously its Canadian operations in service between Canada and its home port of Glasgow. Its growth has also been marked by the acquisition of the old Allan Line service to South America, the development of the Montreal-Bristol Channel trade and the service from Vancouver to Great Britain."

Empire Trade Agreements

New Deal With Canada Desired By Australian Premier

A new free trade agreement with Canada embodying the features is desired by Australia, Prime Minister Joseph A. Lyons of that Dominion said in his conference with Prime Minister R. B. Bennett.

The empire trade agreements negotiated in 1932 had proved satisfactory and had brought about an increase in trade. Australia was anxious to achieve further increases and believed a revision of the present treaty in the light of experience would accomplish this. While it was true Canadian exports to Australia had increased more rapidly than Australian exports to Canada, Australia had no grievance and did not consider it had got the worst of the bargain.

Happy Landings

Thrilling Episode Enacted At Messy Cow Military Airfield

A jumper whose parachute was torn away in midair was saved by a fellow parachutist in a thrilling episode at the Moscow military airfield.

Soldier Noskoff caught on the stabilizer of an airplane after leaping from the wing, lost his chute and hurt himself. In midair he struck another parachutist, Soldier Kraskoff, and clutched his despatch bag.

They fell rapidly, until 300 feet above the earth Noskoff found the cord of Kraskoff's reserve chute and opened it in time to check their fall. Both landed safely.

Vinny Pilgrimage

Dominion Organizer Leaves For Europe To Complete Plans

Ben W. Allen, Dominion Organizer of the Vinny Pilgrimage which is being planned by the Canadian Legion, and the British Legion Service Club Linar Alakuna to compete arrangements for the reception and billeting of Canada's Peace Army Legion at the end of the year will be crossing the Atlantic en route to the Battlefields of France and Belgium.

"While the climax of the Pilgrimage will undoubtedly be the Unveiling of the Vimy Ridge," Mr. Allen stated, "the itinerary will include visits to the Battlefields and cemeteries in the Amiens, Arras, Ypres and Cambrai areas where the Canadian Corps fought its greatest battles and Canada's citizen soldiers made their greatest contribution towards victory and peace."

"We plan to visit the battlefields in France and Belgium and will confer with the French and Belgian authorities and ex-servicemen's organizations regarding the official part of the program and the complete arrangements for the route to be followed and the transport and billeting facilities." We have already had indications," Mr. Allen said, "that our old friends propose to make out-of-pocket contributions to the cost of the excursion.

In London, Mr. Allen will confer with officials of the British Empire Legion, the Canadian Legion Office and the Canadian High Commission and the Canadian War Graves Commission, and the Canadian Pacific and Cunard-White Star Steamship Lines. Throughout his trip, Mr. Allen will be accompanied by Mr. J. R. Bowler, M.B.E., General Secretary, Dominion Com-

mandant.

Times are better . . . why not get back to Ogden?

You no longer need deny yourself the best cigarette tobacco when it costs so little!

Get yourself a package of Ogden's Fine Cut . . . smoke it with "Vogue" or "Chantecler" papers . . . and you'll say: "Happy days are here again."

Fifty-two Poker Hands, any numbers, now accepted as a complete set.

OGDEN'S FINE CUT

Your Pipe Knows Ogden's Cut Plug

Air Routes Are Valuable

Make Communication With All Parts Of Empire Possible

Air and Empire are closely linked. The most valuable bonds in any empire are its communications. The Romans knew that. Their roads were veins for their empire's life-blood. But the speed of modern transport has made communications ten times more valuable. If Britons and Americans could have used airplanes to exchange their views in 1775 America might never have left the Empire. The more air routes we open to keep the Empire together the fewer problems will arise to keep it apart—London Sunday Express.

New Gyroplane Tried Out

Will Fly Vertically And Attain Ordinary Horizontal Speeds

A newly perfected gyroplane an aerial craft capable of rising vertically like a helicopter and attaining horizontal speeds comparable to those of ordinary aeroplanes, went through an initial trying out at Villacoublay, France.

Its propellers are placed in horizontal positions, powered by several motors.

The best way to get your name in print is to catch a trout weighing about five pounds.

Insects cannot smile, because their muscles are inside their skeletons.

TIRED and IRRITABLE

Do you feel weak and nervous? Is your housework a burden? Take Lydia E. Pitcher's Vegetable Compound. Mrs. M. A. E. Pitcher, Woodstock, New Brunswick, says,

"I was weak and rundown. A neighbor brought me Lydia E. Pitcher's Vegetable Compound. I used it and my condition improved. I am now strong and healthy."

Catch a cold NOW? It may be just the medicine YOU need.

Try Lydia E. Pitcher's
VEGETABLE COMPOUND



TO END PAIN
...rub in Minard's
King of Pain Liniment
externally. Ends skin
irritation. All druggists
regular and new drug
stores have it in
economy sizes.

MINARD'S
KING OF PAIN
LINIMENT



SWEETENS THE BREATH!

Canada's Oldest Industry

Maple Sugar Was Made By Indians Before Year 1673

Of all the agricultural activities practised on the North American Continent, that of extracting sap from the maple tree and concentrating it into syrup or sugar is one of the oldest. While many legendary stories shroud the discovery of the art of making maple sugar, the Indians are known to have made maple sugar prior to the year 1673, and although a great many changes in methods of production have taken place in the last half century, the romantic side of sugar making still remains.

The expression "sugaring off" is still popular, a joyous thrill to rural dwellers in Eastern Canada, and "sugaring off" still is a feature of the annual make.

In the early days of the industry there was little traffic in maple products, but with the growth of urban population and the migration of sons and daughters from the farms to the cities and towns and their desire for the well remembered delicacies there gradually has developed an important trade in maple products. In 1851 production in Canada amounted to 13,500,000 pounds of sugar; in 1891 it was 22,500,000 pounds, and during the last few years production has averaged approximately 23,000,000 pounds.

About 25 per cent. of Canada's maple products are exported to the United States annually, largely for use in flavoring tobacco. In Canada the larger proportion of maple sugar and maple syrup is in demand for household use.

Depends On Soldiers

Ethiopia May Lose Services Of The Red Cross

The ministrations of the Red Cross may be withheld from Ethiopia in case of war with Italy because Emperor Haile Selassie has so far been unable to give his word that his soldiers will not minitiate atrocities, according to Field Marshal T. A. Lambe, of the British Ethiopian mission. Dr. Lambe explained the Emperor could not "sincere"ly pledge his word in this regard because of the almost uncontrollable ferocity of some Ethiopian frontier tribes. The mission director is trying to organize in London an ambulance corps for Ethiopia.

Welsh Word For Dove

As An Alternative It Did Not Win Prize

An offer to give half a guinea for the best alternative to the word "dole" was recently announced by the Hull Stipendiary Magistrate, J. R. Macdonald. At the police court recently Mr. Macdonald read a letter from a woman in Montgomeryshire suggesting a Welsh alternative—cyanabdiadith. The Stipendiary, after trying to pronounce it, said: "I don't think I will give half a guinea for that"—London Times.

River Changes Its Course

The village of Blyth, Northumberland, England, has a lighthouse in the middle of the town. It originally stood at the mouth of Blyth Harbor, but the river changed its course, leaving the lighthouse high and dry.

Mexico ranks first, the United States second, and Canada third, in world silver production.

What are needed are rear seat brakes that will stop the other car.

ITCHING TORTURE Stopped Instantly

D. D. Prescription Speeds Relief

Even the most stubborn itching of scabs, pimples, mosquito or other insect bites, rashes and many other skin afflictions can be stopped instantly by cooling liquid, antiseptic D. D. Prescription. Forty years' world-wide success. Proven safe for children. Stop the itching in inflamed tissues. No fuss—no mess. Clean, greaseless and stainless. It is a prescription. D. D. Prescription now stops the most persistent itching. A 32¢ trial bottle, at any drug store. It will prove it—or money back. D. D. D. is made by the owners of ITALIAN BALM.

Sees General War

Predicts Earthquakes

New York Investigator Seems To Be Able To Forecast Disturbances

A volcano erupted in the East Indies, an earthquake shook part of Japan, and earth tremors were reported in Chile and Peru and a prophet was no longer without honor.

The prophet, young Reuben Green span of New York, predicted those disturbances on June 8. With a government map of quake zones, an astronomical chart and his own expert mathematics, he announced in letters to newspapers and the consulates of the affected countries that they would occur just where and when they did.

Green span, who teaches at a school in the Seamen's Church Institute evolved a theory that when planetary bodies reach a certain alignment they exert a weak gravitational pull which affects weak spots on the earth's surface.

He checked this theory backward against 120 earthquakes of the past and found it vindicated, he said, in 87 per cent. of the cases.

Then he declared that on May 31 and June 1 a serious earthquake would rock a particular section of India. On that date, when the sun and the moon were in conjunction over latitude 25 degrees north and longitude 74 degrees east, the town of Quetta was destroyed with a loss of 56,000 lives.

Nobody remembered Green span's letters then. It was only recently, when the three disturbances in a row occurred as he had predicted, that anyone paid attention to his forecasts.

Home Curing Of Pork

Either Dry Salt Or The Brine Method May Be Used

In the home curing of pork either the "dry salt" or the "brine" method may be employed, but whichever process is adopted common salt is the curing agent. Such other ingredients as sugar, saltpetre, and baking soda are also used. As a rule, the old-fashioned brown sugar is preferred to the white granulated kind as it is believed to give a slightly better flavour to the meat. A small quantity of saltpetre has a preservative effect and gives a reddish colour to the meat. Baking soda is used principally with the brine cure.

Pork for curing should be cut up into convenient sizes, and it is important, on the one hand, that all animal heat has been cooled out of the meat, and, on the other hand, that the meat is not frozen when the curing is commenced. A cool, well-ventilated cellar is ideal for curing, for both brine and dry cures.

This curing is more easily controlled in cold, at least cool, weather, so that thick pieces may not have a chance to spoil before the salt has penetrated. For beginners the brine cure is preferred because there is less likelihood of failure, but full information as to the home curing of pork, the storing of meat, and how to make sausages and head cheese is contained in the booklet "The Home Curing of Pork" just issued by the Dominion Department of Agriculture.

Russo-American Trade Treaty

The Soviet government's intention to purchase \$30,000,000 worth of goods in the United States during the next 12 months was officially revealed in letters Maxim Litvinov, Soviet foreign commissar, exchanged with United States ambassador William C. Bullitt, incidental to notes establishing the newly concluded Russo-American trade treaty.

Successful Gold Divers

Divers from the Italian salvage outfit Argos have recovered 4,000 gold francs (about \$280,000) from the wreck of the sunken liner Egypt within a fortnight it was learned recently. The Egypt was sunk off the Isle of Ushant in a collision with the S.S. Seine, May 21, 1922.

Drought Area Produces Crops

Western Canada so-called drought area still is and will continue to be, one of the most valuable stretches of agricultural districts in the Dominion. So concluded Dr. E. S. Archibald, of the department of agriculture, Ottawa, after an inspection of rehabilitation efforts in the drought areas.

Stephen Foster never saw the Swanee river and had not even heard of it until he saw the name on a map, while looking for a name to give in his song.

A Berlin portrait is a photograph to which a mezzotint effect has been given by placing a ground glass over the negative during printing.

Long Bicycle Trip

Pedals Machine From Nova Scotia To Vancouver

A 20-year-old jobless farmhand from Nova Scotia has a bit of advice to pass on to ambitious young Canadians who are unemployed and desire to keep up their morale and good health.

His advice is—do something.

Two months ago Hubert Smith of Amherst, N.S., packed a few belongings including some blankets and a tent, packed them on his bicycle and started out.

Recently he arrived in Vancouver, ruddy-faced, happy and in the best of health after cycling 3,750 miles over Canadian highways with his 80-pound load.

A Favorite Instrument

Malayans Like Bagpipes And Have Learned To Play Them

The Malayans like the bagpipes, and they play them as well. It is only 18 months since the instruments were introduced to them, but already the Johore military forces have given their first public performance—and it was a great success. It was at a military tattoo arranged as a farewell to the Sultanah, a Scotsman who holds from Edinburgh, and is commander-in-chief of the forces, before her departure for Europe.

THE RHYMING OPTIMIST

By Aline Michaelis FORSAKEN CRESTS

Upon a hill, no matter where,
A hill abrupt and bold, rock-trown,
Four walls, unfinished, cleave the air
And fade in light of sun and moon.

They crumble in the wind and rain;
All unpreserved, slow year by year,
They mingle with the earth again.
Their outline grows less sharp, less clear.

I wonder if the builder's thought
Does not, in longing, sometimes wing
Back to this hope which came to naught?
This poor, crumbled, ruined thing?

I built so dear God, I yearn
For vines to climb—brushed, sun—sweet,
Vast!

Who knows? Perhaps I shall return
To those forsaken crests at last!

Talking About House-Flies

—Do You Know This?

Doctors And Scientists Realize Danger To Human Life Caused By This Pest

A common house-fly has four black stripes on its back. It has large eyes, short feelers and one pair of wings. It has two small wings, which also act as organs of hearing.

A house-fly cannot bite. Its mouth is spread out for sucking. It has to suck blood to live. It has a grain of sugar, with saliva from the mouth before it can suck it up.

It breeds in heaps of filth and waste and carries disease germs on its legs. It lays its eggs in two hundred eggs in one batch which hatch into maggots after twenty-four hours and after five days become the pupae. This return to the life between stages of the fly maggots and before they are adult flies.

Is it any wonder that doctors, scientists, health authorities, who are exposed to human life, which is carried around by this deadly pest, urge its extermination by every available means. Infant Diarrhoea, which afflicts many a small child, many little children during the summer months, has been directly traced to the common house-fly.

Closing up unsanitary, fly-infested places, closing the holes, keeping food and drink covered and cupboard doors closed, using screens on doors and windows will all help, but one of the best ways to get rid of the pests is to use Wilson's Fly Pads, for an hour or two daily during the warm weather. They'll keep you free of the annoying pests, and it's worth a little thought for the children's sake?

A most thrilling sport has been developed by a Frenchman, who coasts down precipitous hills on a sled that he has designed to which a parachute is attached.

TODAY'S BEST BUY

SENTINEL TIRES

MADE BY
FirestoneAT A PRICE
AS LOW AS
\$5.25
TAX INCLUDED

4.40/21 - \$7.25
4.50/21 - 8.00
4.75/19 - 8.75
5.00/19 - 9.50
5.25/18 - 10.75
5.50/17 - 11.50

Color Certified
Previously Tax
30c/35c not guaranteed

THINK of it—a Firestone Tire for as little as \$5.25! Never before could you get Firestone quality at such a low price.

With each Sentinel Tire you get a written guarantee that assures you freedom from cuts, bruises, blowouts and other road hazards except punctures for 6 months. And, even though Sentinel Tires are guaranteed for this period, they are made to last much longer.

Take advantage of present low prices to replace worn tires. See the nearest Firestone Dealer today.

GUARANTEED BY THE NAME
Firestone

British Short Wave Programs

To Be Featured Over Canadian Radio Commission Networks

Rebroadcasting throughout Canada of British short wave programs will shortly become a regular feature in the national network programs of the Canadian Radio Broadcasting Commission.

After months of experimenting the commission has constructed near Ottawa, a powerful short wave receiving station which will pick up British Broadcasting Corporation programs and relay them direct to CECO in Ottawa. There they will later be put out over the commission's national network.

With the powerful new receiver in stations in England, France, Germany in station in England, France, Germany and other European countries what is known as the great circle line.

Because of the difference in time which makes it inconvenient to Canadian listeners to hear British programs direct, the daily programs will not be relayed in but Blatherphone recordings will be made of the best, and they will be a regular feature each evening in the national programs.

Investigate Wreck

Charges Made That S.S. Milpool Was Not Seaworthy

Charges that the ill-fated S.S. Milpool, which went down last October in the Atlantic with a loss of 26 lives, was "an old wreck" were heard in London at the board of trade investigation into the disaster.

John Swanson, and Charles Hanson, who served aboard the vessel in 1934, testified a seaman, attempting to knock scale off the side of the ship with a broom, rammed a hole four inches square through the side with the broom head.

A most thrilling sport has been developed by a Frenchman, who coasts down precipitous hills on a sled that he has designed to which a parachute is attached.

Half a century ago these bad times would have been good times.

Little Helps For This Week

Speak Lord; for Thy servant heareth. I. Samuel 3:9.

Though heralded with thought of fear;

Or outward sign or show,
Though only to the inward ear
At whisper, not and low;

Though dropping as the manna fell;

Unseen, yet above, above;

Noises, yet dew-fall, heed it well;

Thy Father's call of love.

—J. G. Whittier.

This is one result of the attitude into which we are put by humility, by purity, by calmness, that we have the silence in which to watch what is the will of God concerning us. If we think no more of ourselves than we ought to think, if we seek not our own but others' welfare, if we are prepared to take all things as God's dealings with us, then we may have a chance from time to time to catch what God has to tell us. In the Mussulman devotions one constant gesture is to put the hands to the ears as if to listen to the messages from the other world. This is the attitude in which our minds assume if we have a standing place above and beyond the stir and confusion of this mortal world.

Regulations In France

Government Has Control Over Farmers To Great Extent

No farmer in France, according to French regulations, may sow the same field in wheat two years in succession. On April 1 every year the French farmer must declare the area he has sown to wheat, and on August 1 every holder of more than a ton of wheat or flour must declare his holdings to the government.

Red and green, the two most important colors used in traffic signals, are the colors most commonly confused by persons who are color blind.

Half a century ago these bad times would have been good times.

Appleford's
Para-Sani
You'll save its modest cost before half the time is over. Then you'll find this heavy waxed paper keeps left-overs fresh, moist and flavorful. Ask for Appleford's Para-Sani because of the exclusive knife edge cutter on the box.

HEAVY WAXED PAPER
Warehouses At Calgary, Edmonton, Regina and Winnipeg

ADD IT
TO YOUR
SHOPPING
LIST
now

Drink BEER

for cool and satisfying refreshment

Good beer is a perfect summer beverage that quickly supplies new energy and restores vitality.

FIVE FAMOUS BRANDS in bottles or on draught at all good hotels and clubs,

or

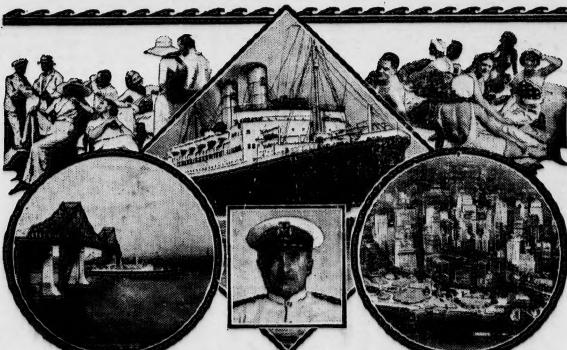
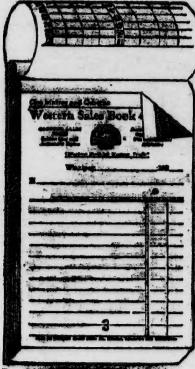
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DISTRIBUTORS LIMITED

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

This ad't is not inserted by the Alta. Liquor Control Board or by the Govt. of the Province of Alberta

For Counter Sales Books
See us
YOU CAN GET THEM
IN ANY SIZE AND
QUANTITY YOU WISH
The Gleichen Call



Four thousand eight hundred and forty-three happy holidaymakers can't be wrong, or so the Duchess of Richmond & Pacific Steamship expect to prove this summer with four short sea cruises by the

Duchess of Richmond and New York.

During the last three summers two Duchess liners have made between them eleven of the plus day trips, the popularity of which has been shown by the fact that 14,883 passengers were carried on

these cruises.

The Duchess of Richmond's cruise departures from Montreal will be on July 21, July 31, August 10 and August 20, and from Quebec the evening of the same day. Sixteen hours will be spent in New York on July 22, August 4, August 13 and August 22, while return to Montreal on July 30, August 9, August 19 and August 29, after day trips and arrival in Montreal after hours will be spent in Quebec, with opportunities and facilities provided for exploration of the Ancient Capital and surrounding districts such as the Cote de Beaufort, with its famous Shrine of St. Anne. Sightseeing trips in New York will also be arranged for those who wish to take them.

For the first time the Duchess will offer a single cabin cruise, and each day of the trip down the majestic St. Lawrence and around the scenic coasts of Nova Scotia and New England will be a complete experience in itself.

Facilities for enjoyment, both in exercise and relaxation, include an open-air swimming-pool, a gymnasium, deck-tennis, horse-racing, shuffleboard and many other sports, and also the opportunity for lawn tennis, croquet, for which no better medium can be found than a comfortable deck-chair on a hot sunny afternoon.

William Webster, who has directed all previous "Duchess" cruises to New York, will again be cruise director, and all manner of entertainment and organized enjoyment for the cruise members will be provided under his direction by the Staff-Captain and the Director of Entertainment. His command will be Captain Arthur Bellwell, for several years commander of the Moncton and recently appointed to the Duchess of Richmond.

Town & District

Miss Laurette Blais is now home from Edmonton, where she has been attending school for the past ten months.

John and Harold Anglin of Edmonton have been spending the past couple of weeks in town visiting their parents Mr. and Mrs. Anglin.

Bob Haskayne has redecorated his summer residence and now spends most of his time there. This cottage is located about a mile west of Gleichen and from it a splendid view of the town and surrounding country is to be had.

Olie is in tears these days. He has lost his pet goat. A couple of dogs chewed the goat up so bad that he had to be destroyed. Olie who is well known as the town's walking advertisement for anything that is to occur, is inconsolable and his friends feel really sorry for him.

Gleichen baseball boys played Blackie a return game on Sunday afternoon. This time the local team captured the long end of a 10-7 score. Following the first game with Blackies when Gleichen lost, the local team and fans figured it out that in the next encounter Gleichen would win. Their predictions came true.

Mr. and Mrs. Arthur Blais have had as a visitor their daughter, Sr. Marie Bathilde, of Pincher Creek. A supper was given Sunday evening at the home of her parents where her immediate relatives were awaiting her arrival. Her visit lasted four days during which she spent a happy reunion with her relatives and friends.

J. Robinson and his gang of carpenters are busy reshingling Evertide Home. The great hail storm of a couple of weeks ago ripped the shingles on the roof to pieces.

J. Gorrell, principal of the Gleichen schools, returned from Edmonton last week, where he had spent the past three weeks checking over examination papers. He stated there were a large staff of examiners on hand and they were kept very busy all of three weeks.

A number of town boys have been camping at the swimming hole, North Camp, for the past week. There are eight boys there and occupy two tents. They are having a wonderful time swimming and fishing and will likely break camp today.

The Doukhobours of Shouldice have been doing a great business in town selling vegetables since the hail storm two weeks ago. Apparently the townpeople have much to learn yet in the matter of gardening judging by the quality of stuff brought in by the Doukhobours.

O. Wilson, wife and family are here from Lethbridge visiting relatives and friends.

Mrs. C. J. McKay of Cannington, Ont. spent a few days here last week visiting her sister Mrs. Geo. W. Evans and friends she met when she taught school at Shamrock some 15 years ago.

Mr. and Mrs. Aley of the Evertide Home staff will leave this week for a holiday in Manitoba. They will be accompanied by Miss Miljou who will visit her parents for a time in that province.

A hockey fan drifted into this office Saturday and wanted to know why something was not done to raise a few dollars for his rink next winter. He went on to state the hockey outlook is not as black as some would believe and that in other years something was done in the summer to raise some money, such as a tournament or a night of hilarity at the rink.

Mr. A. Yetman and family of Wainwright have been visiting at Evertide Home, left for home by motor on Monday of this week.

In a baseball game at Duchess last Wednesday afternoon Gleichen won with a score of something like 21-1. Gleichen hit the Duchess pitcher's offerings high, wide and home.

Mrs. R. M. Staback of Calgary spent a few days in town visiting friends the latter part of last week. She returned home Sunday.

Many, many months have gone by since the streets were dragged. To say the least the rats and holes on some of the streets are not complimentary to the town. One wit puts it that the public works committee fell into one of these holes and disappeared. Why not have these back breaking, rib rattling and teeth chattering streets dragged?

NOTICE

TOWN OF GLEICHEN

Notice is hereby given that under the provisions of the Tax Recovery Act 1929 the Town of Gleichen will offer for sale by public auction at the Town offices, Crofoot Street, Gleichen on Friday the 9th day of August, 1935, at 10 o'clock in the forenoon the following parcels of land.

Lots	Block	Plan
1 and 2	2	249B
1, 12 and 30	3	249B
1	5	2833K
22 and 23	6	752N
27, 28, 29, and 30	8	752N
15	12	968X
6, 7, and 9 to 20 (incl.)	18	2550A.J.
1 to 6 (incl.)	19	2550A.J.
5 to 8 (incl.)	20	2550A.J.
24 to 27 (incl.)	20	2550A.J.
to 12 (incl.)	22	6152A.C
9, 10, 11 and 19 to 20 (incl.)	A	5345N
16 and 17	B	5345N
1, 2 and 30 to 34 (incl.)	D	5345N
3 and 4	E	5345N
14 to 16 (incl.)	G	1465A.D.
34 to 36 (incl.)	H	1465A.D.
26	K	1465A.D.

50 feet by 50 feet of lots 34 and 35 in Block 8 Plan 752N as described in Certificate of Title 38 G 130.

Part of South East quarter 13-22-23 W. 4th Meridian, containing 30.85 acres more or less as described in Certificate of Title 39 S 54.

Each parcel will be offered for sale subject to a reserve bid and subject to the reservations contained in the existing certificates of title.

TERMS Cash.

Redemption may be effected by payment of all arrears of taxes and costs at any time prior to the sale.

Dated at Gleichen, Alberta this 21st day of May, 1935.

M. MURRAY,
Secretary-Treasurer.

An improved solvent has been developed for removing chewing gum from under theatre seats and elsewhere.

KATHERINE HEPBURN
As the lying, stealing, singing, prying witch girl of the Ozarks

SPIT FIRE

EVENING SHOWS 7.30 and 9 P.M.
GLEICHEN COMMUNITY HALL



The telegraph will reach you man quickly. If you are sure just where he is the telephone will do it quicker. But if it is good help you want and do not know just where to find it, our Want Ads. are quicker than either.

CLASSIFIED ADS

Notice under this heading 15 words cost 50c, first insertion 50c and each insertion thereafter 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

SCOOTER FOR SALE—In first class shape. This scooter will out scoot any other scooter in town. Apply at Elliott Evans.

FOR SALE—Sewing machine, in first class condition. Apply at The Call office.

STRAYED—On the premises of the undersigned, 16-23-23, one black mare brand indistinguishable, white spot on face. Owner to prove property and pay for this ad and remove animal. W. Sanders.

For Your
Printing
Requirements
Enquire Here

The Call will print any
of the following and many
other items, not mentioned,
that are needed in
business today

Do You Need Any of the Following?

Placards, Bills, Tags, Books, Labels, Booklets, Badges, Blotters, Circulars, Vouchers, Bill Heads, Hand Bills, Posters, Pamphlets, Price Lists, Catalogues, Invitations, Note Heads, Statements, Post Cards, Prize Lists, Milk Tickets, Programs, Blank Notes, Score Cards, Menu Cards, Meal Tickets, Order Blanks, Memo Heads, Filing Cards, Window Cards, Visiting Cards, Bread Tickets, Legal Forms, Letterheads, Business Cards, Shipping Cards, Show Printing, At Home Cards, Store Sale Bills, Raffle tickets, Envelopes, Display Posters, Loose Leaf Account Sheets, Etc.

—In fact anything in the line of printing—

The Call
Gleichen, Alta.